WINONA Research, Inc.

CORPORATE HEADQUARTERS
WINONA/Minneapolis
8200 Humboldt Ave. S., Minneapolis, MN 55431
612 881-5400

WINONA/New York
44 South Bayles Avenue,
Port Washington, NY 11050
516 944-6170

WINONA/Dallas
5501 L.B.J. Freeway, Suite 500, Dallas, TX 75240
214 239-9178

WINONA/Phoenix
1651 E. Morten Ave., Phoenix, AZ 85020
602 861-5861

December 4, 1984

Ms. Karen Eisen
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Karen:

Please find enclosed copies of the Passport Tracking study materials. We would like to print final copies on December 7, so if you can communicate any changes by the morning of the 7th, it would be most appreciated.

I should comment on two items. First, the original questionnaire draft from Philip Morris had two separate age questions. We have dropped the "exact age" question in favor of the scalar age response. Second, the brand list did not always spell out length in the brand name. The following brand codes are ones which I was not clear on: 21, 51, 52, 63, 64, 88 and 123.

Our plans are to ship the Toronto agency 600 questionnaires and 1,000 screeners. Completed screeners are to be attached to the questionnaires and returned to us for data processing. Screeners resulting in terminates can either be erased and used again, or the Toronto agency can run more copies.

I look forward to hearing from you by the morning of the 7th to discuss any changes.

Sincerely,

William E. Kendall
Executive Vice President
WINONA/Minneapolis

WEK:rms
enclosures

2045582250

Member CASRO
The Council of American Survey Research Organizations

"As a CASRO member, we subscribe to the Code of Standards for Survey Research established by The Council of American Survey Research Organizations."

Source: https://www.industrydocuments.ucsf.edu/docs/gnhj0004